

Welcome to **OUR WORLD**

First Distribution is South Africa's leading distributor for datacentre, enterprise and cloud solutions.

Discover more about what makes us great

[The Stack]

First Distribution's Stack allows vendors and business partners to view the full extent of the company's distribution offerings at a glance. It combines best-of-breed brands in various product arrangements in order to provide customers with world-class, all-inclusive IT solutions.



[About Us]



First Distribution is a value-added distributor of leading global brands, providing complex ICT solutions to the Enterprise and SME markets. The First Distribution model is based on delivering solutions through an established reseller base, which has been built up through a history of consistent trustworthy service and nurturing resellers as business partners.

First Distribution's unwavering commitment to their business partners, whose success they view as their own, ensures a keen understanding of their resellers' needs, enabling First Distribution to bring maximum value to their endeavours.

First Distribution prides itself on its ability to service market leading brands in the enterprise IT market and have been mandated by some of the largest and most successful IT companies in the world to distribute their products and services.

These include IBM, Oracle, EMC, Microsoft, Riverbed, Samsung, Veeam, CommVault, VCE, Huawei, Amazon Web Services (AWS), Avaya, Veritas, Hitachi Data Systems (HDS) and many others.

First Distribution prides ourselves on being a BEE Level 2 Contributor with an Empowerdex AAA Rating. Besides our BEE Credentials our Group Companies participate in various charitable and Enterprise Development Programs including:

- Boys and Girls Town
- United Cerebral Palsy Association of SA
- Reach for a Dream
- Leigh Matthews Trust
- Murray & Roberts Child Welfare Fund
- Smile Foundation

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First Distribution aims to be recognised as the first choice value-added distributor of leading global brands, providing complex ICT solutions to the Enterprise and SME markets, focused around the Data Centre, Virtualisation, Hosted Applications and Cloud Based Services, Database and Middleware, Security and Network Infrastructure, backed up by unparalleled expertise.

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[History]

Founded in 1984, Epsidon Technology Distribution (Pty) Ltd, trading as First Distribution, started business as an innovator in the IT technology space by writing backup software and designing a QIC-02 tape streamer interface card. The TEAC tape streamer mechanism became the base for the Epsidon Tape Streamer Backup System, which was sold primarily to the European market, as well as Australia, the USA and a smaller percentage to the Southern African market.

The high volume of TEAC tape mechanisms purchased, led to a proposal from TEAC that the company distribute its floppy drives. As the business grew, more and more products were brought on board, including motherboards, I/O cards, display cards and cases, and these components were distributed to the reseller community. Due to customer demand for high quality white boxes, First Distribution started assembling its own white box product which was branded the Epsidon PC.

Concurrently, the IBM brand continued to grow to more than 50% of the total company business. From early 2000, First Distribution's focus became almost exclusively IBM branded product which enjoyed substantial growth, ultimately leading to the gradual discontinuation of the white box brand.

In 2002, IBM South Africa appointed First Distribution as a distributor for the full range of IBM Software product, thus completing First Distribution's IBM product offering. In 2013, we are celebrating our 18th year of successful collaboration with IBM.

In 2005, First Distribution opened a Networking business unit, which distributes cable, fibre and edge-of-network products. During 2009, a strategic decision was made to diversify the brands that First Distribution offers to its business partners.

This started with the Samsung LFD distribution agreement in April 2009, with a product range that complements First Distribution's offering to its retail partners, and becoming a substantial brand within the company.

An exclusive agreement for South Africa was entered into with Oracle on 1 December 2009.

Following this and the acquisition of Sun Microsystems by Oracle in 2009, Oracle Hardware was added to First Distribution's portfolio for distribution in July 2010.

First Distribution's next new brand was VMware, commencing trading on the 1st of March 2010. While First Distribution had already been distributing VMware via the IBM OEM

agreement for many years, the new agreement directly with VMware has enabled First Distribution to use its extensive VMware skills with a new set of business partners that have previously not sold IBM or who are hardware "agnostic". This has been an extremely successful agreement, culminating in First Distribution winning the "2010 VMware Distributor of the Year" award, after only trading for ten months.

EMC and RSA were added in July 2010. EMC sales have grown phenomenally, and First Distribution is proud of the success it has achieved with this brand in the Enterprise and SMB markets.

A hosting division was created with the signing of the First Distribution Microsoft SPLA distribution agreement on 1 March 2011. Parallel to this, First Distribution also signed the VMware VSPP hosting agreement. This specialist team focuses on hosting solutions to the business partner community.

Veeam and Commvault agreements were signed in early 2011 and these two fantastic offerings have formed part of the First Distribution virtualisation ecosystem.

First Distribution has continued aggressively expanding its vendor portfolio, adding multiple world-class brands over the last few years including McAfee, Huawei, VCE, LG, Riverbed and most recently Lenovo.

May of 2014 saw First Distribution leading the market in launching First for Cloud, the country's first cloud services brokerage. Seizing the opportunity offered by the growth of cloud in the IT industry, First for Cloud leverages First Distribution's strong and well-established relationships through connections to top-class cloud providers, offering resellers and their end-user customers easy access to a wide array of the world's very best cloud services.

First Distribution has continued aggressively expanding its vendor portfolio, adding multiple world-class brands over the last few years including Huawei, VCE, Lenovo, Riverbed, Amazon Web Services (AWS), Avaya, Veritas, and most recently, Hitachi Data Systems (HDS).

First Distribution was also awarded entry into Microsoft's prestigious Cloud Solution Provider (CSP) programme in 2016, allowing the distributor to provide direct billing, sell combined offers and services, as well as directly provision, manage and support Microsoft cloud offerings.

Over thirty years in business and a well-constructed portfolio of product offerings and partnerships position First Distribution as a market leader in the development of world class IT solutions, using premium brands to offer our customers unrivalled products and services for their clients.

[Our Management Team]



Debbie Abrahall

Managing Director

Debbie Abrahall has spent her career with the First Technology Group and has worked her way up through the company to her current position. Apart from a six month break in service with Panasonic Systems, Debbie has been with the company for 19 years and in her current role for the past 13 years.

Under her leadership, First Distribution has grown to be one of the leading value added distributors in South Africa with a first rate staff complement and senior management team, who have worked for Debbie cumulatively in excess of 50 years.



Tony Abrahall

Director

Tony Abrahall joined First Distribution in April 2008, and after an aggressive acquisition drive to bring new vendors into First Distribution's portfolio, was appointed General Manager, with the business being restructured to become more solutions-focused.

Tony has a long career in the IT industry, and has made his mark in companies ranging from Lotus to IBM, where he achieved phenomenal success in leading and closing multi-million rand deals, penetrating new retail accounts and developing a strategic partner network for IBM's Retail and Software businesses. Tony was on several occasions the recipient of the prestigious IBM EMEA Leadership Award, as well as the IBM EMEA General Manager's Award for Excellence, Top Salesman Award and was selected to attend IBM's Top Achiever Club on numerous occasions.



Jason Sharp

Director Cloud & Hosting Solutions

Jason qualified as an actuary in 2003. Jason was previously the manager responsible for international product development at Discovery Life playing a key role in the launch of what is now Vitality UK. Jason left Discovery to start and

run the Paramount Life Group of companies. As Paramount Group CEO Jason led the group in its focus on the provision of retirement income insurance solutions and related technology to the financial services industry. Jason is an expert in the conceptualisation, development and implementation of technology solutions. Jason drove Paramount's focus on product differentiation via patented design innovations and structured marketing.

This was augmented by the development of an extensive distribution channel that included some of South Africa's largest financial services providers. In July 2017 Guardrisk and MMI assumed control of Paramount allowing Jason the opportunity to join the First Technology Group in an Executive role.



Brett Stevens

General Manager - Africa

Born in Zimbabwe and raised in South Africa, Brett's passion for the African continent has remained constant. After entering IT as a computer technician in 1992, Brett moved quickly into sales and business management from where he found his passion for building distribution businesses and sales channels throughout Africa.

Over the past 24 years Brett has worked with international vendors and multinational organisations, shaping and developing sustainable sales organisations and partner channels in Africa.

Prior to joining the First Distribution team, Brett spent seven years at Westcon Group as General Manager for Africa.



Brad Stein

General Manager - Networking & Security

Brad started his career in IT over 10 years ago, when he joined Phoenix distribution as a Call centre agent.

Through dedication and a true drive for business, he worked his way up from Call centre to account manager – and later – sales manager within the same company. In 2016, he joined First Distribution as the company was undergoing a change in structure – a process in which he added great value and played a significant part. Brad has recently been appointed Head of the Networking & Security division at First Distribution.



Malcom Stewart

General Manager - Datacentre Solutions

Malcolm has spent his career in the ICT industry in various Marketing, Sales, Sales Management and Channel Management roles. Starting out in 1997, he worked for the local Hyperion (Oracle) distributor, and over the years he has held positions with various vendors, including Cognos, IBM & SAP.

Prior to Joining FD, Malcolm ran the sales team for a software reseller and consulting firm focused on IBM, Oracle, Microsoft and a few other niche technologies. Having worked extensively with many resellers and vendors, he brings a wealth of experience to our business. Malcolm joined First Distribution as a Strategic Partner Executive in November 2016 and in June 2017 was promoted to General Manager of our Datacentre Business.

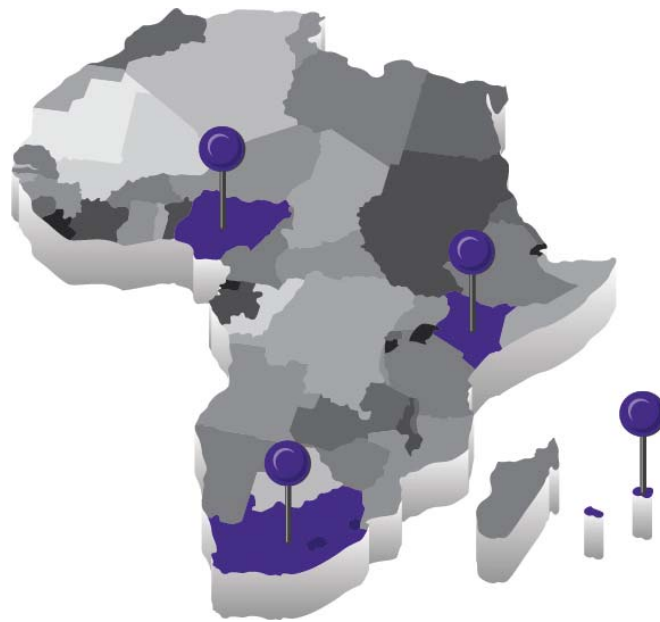
He also holds the position of Regional Executive for Gauteng.

“**M**ore than thirty years in business and a well-constructed portfolio of product offerings and partnerships position First Distribution as a market leader in the development of world class IT solutions using premium brands to offer our customers unrivalled products and services for their clients.”

[Committed to Employment Equity]

First Distribution is committed to equal opportunity employment, proudly achieving an Empowerdex Scorecard Report rating of AAA Level 2 on 27 May 2016.

[Where We Operate]



First Distribution is a national company with branches located in four major cities around South Africa, and two in Africa, with our head office located in Cape Town.

We operate from:

- Cape Town (Head Office)
- Johannesburg
- Durban
- Port Elizabeth

- Kenya
- Nigeria
- Mauritius

[Our Values]

First Distribution is committed to a set of values which we live by.

Integrity

We are consistently honest and truthful in our dealings with each other, with our clients and with our vendors.

Respect

We are respectful towards each other in our words and our actions.

Accountability

We stand accountable for the consequences of our actions, both positive and negative.

Attitude

We are determined to give of our best in our jobs and work towards making First Distribution, our clients and our vendors, a success at all times.

Teamwork

We strive to work productively and in cooperation with each other, fostering a healthy atmosphere of mutual support, and in-turn allowing everyone to achieve their own work-related goals.

Enjoyment

Where we feel free to enjoy our jobs, be creative and to enrich the working atmosphere within First Distribution.



[First Expertise]

First Distribution is a premium IT distribution company, specialising in supplying complex ICT and enterprise-ready solutions to the Enterprise and SME markets. We have invested heavily in skilled human resources, enabling us to architect market-leading solutions to an established reseller-base, with which we have close and trusted relationships.

A highly-qualified staff complement enables us to engineer solutions to suit individual client needs, as well as provide expert advice and support on an ongoing basis. In addition, our team of Solution Architects are available to analyse a business situation, evaluate client IT needs, make recommendations and engineer high-value solutions to best suit the customer's business conditions.



[First for Cloud]



First Distribution took a bold and exciting step in launching the South African IT market's very first cloud services brokerage in May 2014, and First for Cloud leverages South Africa's leading distributor's relationships with multiple world-class cloud providers, to ensure that resellers have access to only the best products and services.

First for Cloud enables customers to purchase their very own webstores. A First for Cloud webstore is an online partner branded shop which enables resellers to sell cloud services to their end-users. Cloud services from the top global cloud providers and vendors are supplied through the First for Cloud Catalogue, and resellers have the ability to select which services they want to resell via their own branded First for Cloud webstores.

First for Cloud also offers a number of solutions to get resellers started on the road to selling cloud services as quickly as possible. These include both pure cloud services as well as value-added peripheral services such as consulting, webstore setup and support.

For more information, please visit www.firstforcloud.com



STEERING THE SHIP

First Distribution's Director for Cloud and Hosting Solutions, Jason Sharp is currently heading up the First for Cloud brokerage.

the World's Best
Reselling Cloud Services

[Contact Us]



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